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Message Text

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---------- 017579
R 082002Z NOV 76
FM SECSTATE WASHDC
TO AMEMBASSY MADRID
INFO AMCONSUL BARCELONA
AMCONSUL BILBAO
AMCONSUL SEVILLE

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E.O. 11652: N/A

TAGS: BEXP, SP

SUBJECT: FY-76 YEAR-END CCP REVIEW-WASHINGTON COMMERCIAL
--- ACTION GROUP (WCAG)

REF: (A) MADRID 8076; (B) STATE 212030

YEAR-END WCAG REVIEW COMPLETED OCTOBER 28, WITH USDOC, STATE, EXIMBANK AND AGRICULTURE REPRESENTED. MAJOR TOPICS OF DISCUSSION INCLUDED SPAIN'S AGRICULTURAL DEVELOPMENT AND ITS RELATIONSHIP TO PROSPECTS FOR U.S. EQUIPMENT SALES AND FAIR PARTICIPATION; EXIM'S CONCERN OVER ITS HIGH EXPOSURE IN SPAIN; SUCCESS OF SEVERAL U.S. PROMOTIONS IN FY-76; AND OVERALL SMOOTH OPERATION OF CCP PROGRAM IN SPAIN.

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WITH USDOC PLANNING TRADE FAIR PARTICIPATION IN BARCELONA'S

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INTERNATIONAL FOOD FAIR (ALIMENTARIA), MARCH 3-12, 1978, DISCUSSION CENTERED ON POTENTIAL OF U.S. SOURCE DAIRY, IRRIGATION AND RELATED FOOD PROCESSING AND PACKAGING EQUIPMENT IN SPANISH MARKET VIS-A-VIS LOCAL CONDITIONS OF AGRICULTURAL DEVELOPMENT. APPARENTLY BULK OF SPAIN'S EXPORTS TO EUROPEAN COUNTRIES ARE OF FRESH FRUIT AND VEGETABLE VARIETY, RATHER THAN PROCESSED FOODS.

EXIMBANK REITERATED ITS COMMENTS IN REF. B, INDICATING ITS CONCERN WITH HIGH EXPOSURE IN SPAIN, ESPECIALLY IN NUCLEAR SECTOR. EXIM INDICATED IT MIGHT BE OBLIGED TO BECOME INCREASINGLY SELECTIVE WHERE FUTURE NUCLEAR CREDITS ARE CONCERNED; POSSIBLY REQUIRING GUARANTEES.

FY-76 WITNESSED SUBSTANTIAL PROMOTIONAL ACTIVITY IN SPAIN, INCLUDING A TRADE FAIR ON METAL WORKING, A SEMINAR ON HEALTH CARE, A TRADE MISSION ON SECURITY, AND CATALOG EXHIBITS ON ELECTRONICS AND POLLUTION CONTROL, ALL OF WHICH GENERATED NUMBEROUS LICENSING AND AGENCY AGREEMENTS AND IMMEDIATE OR NEAR TERM (12 MONTH) SALES. ALL POSTS WHICH PARTICIPATED IN THE STAGING OF THESE PROMOTIONS ARE TO BE COMMENDED FOR THEIR EFFORTS.

THE ONLY DISAPPOINTMENT EXPRESSED CONCERNED SEARS' DE ESPANA'S ISP CANCELLATION, OWING TO THE MOLOTOV COCKTAIL THROWING IN MADRID. IT WAS POINTED OUT, HOWEVER, THAT PREVIOUS ISP EFFORTS IN SPAIN HAD BEEN MOST SUCCESSFUL AND THAT PLANS ARE FOR AN ADDITIONAL ISP IN FY-77 OR FY-78.

OVERALL CCP PROGRAM APPEARS TO BE RUNNING SMOOTHLY WITH SPECIAL CREDIT OWED MADRID FOR EXCELLENT HANDLING OF CAMPAIGNS, ESPECIALLY NUMBERS SEVEN AND FIFTEEN; WCAG DISCUSSED USEFUL INFORMATION BEING PROVIDED ON INVESTMENT AND LOCAL INDUSTRY, AS WELL AS OPPORTUNITY FOR E/C OFFICERS TO GET ADDITIONAL MARKET/FIELD EXPERIENCE. KISSINGER

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